

# **MARKETING AND PUBLIC RELATIONS TIPS**

## **Organizations should be aware of marketing and public relations opportunities**

- Marketing and public relations strategies can enhance an organization's visibility within the community.
- Effective strategies also can increase the reach of the organization's message to its targeted audience.
- Develop strategies by assessing your target audience, determining what captures their attention, and utilizing creative materials and programs that reach your audience.

## **Keep Up With Your Audience**

- Determine your audience's needs and lifestyles by evaluating your clients' requests, needs, primary language, behavior patterns and preferences to ensure that your message will be conveyed in the most effective manner.

## **Establish Specific Goals**

- Communicate your objective and goals to your organization leaders and work as a team to achieve a successful, focused marketing and public relations plan.
- Make sure that your plan is aimed at generating realistic and effective results.

## **The Power of Networking**

- To market your organization locally, partner with existing community groups, such as neighborhood block clubs, schools and churches, to help get the word out about your organization's services. Many of these groups may invite your organization to make an informational presentation at a monthly meeting. These groups also may assist your organization in distributing informational outreach materials to your targeted audience.

## **Create Outreach Materials (*If you wish to use materials beyond those provided by BabyCal.*)**

- Develop easy-to-read materials to distribute to your clients.
- Materials should provide a general outline of your organization's key services and messages.
- Materials also should provide a telephone number for additional help or information.
- It is important that the materials are tailored to the targeted audience (for example, printing materials in languages spoken by your client base).
- Create eye-catching print materials. Today, there are various cost-effective options for creating materials. Your organization can purchase a user-friendly software program (or use existing programs available on your PC) from a retail office supplies store. These software programs can help you create brochures, fliers, newsletters and other types of materials in professional, attractive formats.
- For a bit of flair, use pre-printed stationery (some are designed to accommodate various layouts) and use to photocopy your newly created print materials.

### **Participate in More Community Health Fairs and Conferences**

- Community health fairs and conferences provide one of the most effective outreach platforms for community-based organizations.
- Become familiar with annual health fairs that target your audience.
- Request information and applications to comply with the conference's enrollment guidelines.
- Remember, if your organization has non-profit status, you could potentially take advantage of lower or no-cost exhibitor/participant fees.

### **Seek Opportunities with the Media**

- Establish working relationships with reporters and editors of your local TV news stations, newspapers and radio stations to generate news coverage of special events and programs launched by your organization.
- Be sure you've worked out the details of your newsworthy activity and have your organization background information on hand before making your calls.
- When calling reporters, be sure to provide them with facts and areas of interest/importance for them to consider your activity, press release, or interview opportunity.
- For interviews, try to have only prepared individuals meet with the media – representatives who have received media training or worked with the media before. Media training provides individuals with basic strategies to successfully manage a media interview.
- Prepare anticipated media questions and answers that would position your organization in a positive light.
- Develop relationships with TV and radio public service directors, who may be open to periodically broadcasting (free-of-charge) announcements about your organization's services and events.

